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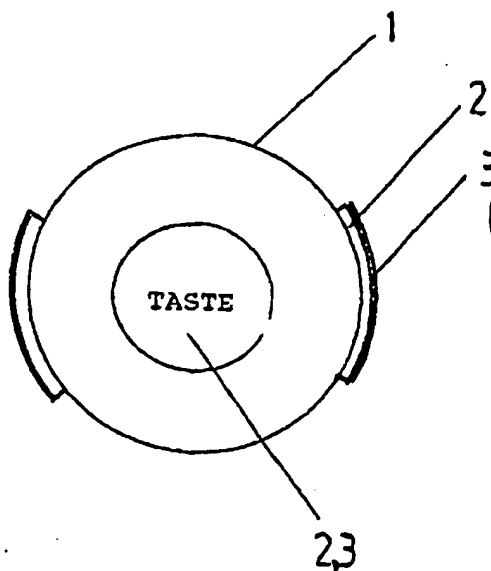
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- (71) Applicant and
(72) Inventor: NILSSON, John, Thorleif [NO/NO]; Olderveien 9, N-9300 Finnsnes (NO).
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- (74) Agent: RUDI, Alf-Petter; Jurikon, P.O. Box 2459, N-9272 Tromsø (NO).
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(54) Title: DEVICE FOR KEEPING TASTE SUBSTANCE



(57) Abstract: A drinking cup (1) with an imprint (2) in the side. The imprint (2) is protruding from the main plane of the cup's side, the resulting pattern being coated with a flavouring substance (3) on the inside of the drinking cup (1).

Flavouring
Substance

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DEVICE FOR KEEPING TASTE SUBSTANCE

5 The present invention relates to a drinking cup onto which small quantities
of flavouring are coated and later released when liquid is added when drinking.

 When releasing new products on the market, manufacturers usually mail
out samples of the new product to introduce consumers to its qualities. Such
samples come in units of reduced size compared to the ordinary product. The
10 products may be foodstuffs, stimulants, products for mouth hygiene, etc.

 The manufacturers wish to mail out as many samples as possible for a
certain price and to achieve the widest possible marketing for their financial
investment. The number of units may be increased by reducing the quantity of the
sample product per sample unit and reducing the cost of transport per unit.

15 When marketing new drinks, the packages with regular volume or special
format packages with reduced volume are used.

 At the dentist's, a cup with water or liquid for rinsing the mouth is always
available during treatment.

 The object of the present invention is to provide a packaging for sample
20 drinks or mouth hygiene products containing the minimum necessary quantity of
the product in order to achieve an acceptable sample taste while significantly
reducing the weight of the sample unit.

 This is achieved by providing imprints in the side of the drinking cup, such
imprints protruding from the main plane of the cup's side and being coated with
25 flavouring substance.

 Further details of the invention appear from the following description of
preferred embodiments of the invention with reference to the illustrations.

 Figure 1 shows a drinking cup designed to be used with the device of the
invention.

30 Figure 2 shows a drinking cup of a different design to be used with the
device of the invention.

 Figure 3 illustrates another view of the drinking cup of figure 1.

 Figure 4 illustrates another view of the drinking cup of figure 2.

2.

Figure 1 shows a drinking cup 1 provided with an imprint 2 of letters, figures, patterns or the like. The imprint 2 illustrated in figure 1 is so designed that raised parts appear on the inside of the side of the drinking cup 1. The drinking cup 1 is meant to be a disposable cup made of thin plastic. The imprint 2 may provide information about the drink, or may be a name, a logo etc., that is to say an imprint aimed at marketing the product which may, for example, be a drink.

On the inside of the drinking cup 1, on the surface of the imprint 2, a flavouring substance 3 is provided. This may be coated on in a dry state and further dried, and it may contain aroma as well as flavour.

If water or another liquid is filled in the drinking cup 1 to approximately half fill the cup, the surface of the liquid will not reach the spot where the flavouring substance is located. This will be the case when the drinking cup 1 stands on a horizontal surface. When lifting the drinking cup 1 in order to drink, it will be placed at a slanting angle against the mouth and the liquid comes into contact with the flavouring 3 which dissolves and reaches the mouth with the liquid. Then the drinking cup 1 is replaced on the horizontal surface and the remaining flavouring substance remains undissolved.

In this manner, a very small quantity of the flavouring substance 3 is needed to give the consumer an acceptable taste of the product compared to a system where it would have to be dissolved in the entire quantity of liquid. The consumer is able to taste the substance at the same time as he sees information on the product displayed as the imprint 2 and/or at the bottom of the drinking cup 1 as shown in figure 4. It is also possible to fill the whole drinking cup 1 with water or liquid so that all the flavouring 3 dissolves immediately in the liquid. One can also consider placing the flavouring substance 3 at the bottom of the drinking cup 1 where an imprint 2 may be provided.

At the dentist's, a cup with water or liquid for rinsing the mouth is always available during treatment. A thin disposable cup 1 is used and often filled one third full with water. The present invention is quite suitable for use in such

situations for marketing flavourings for new toothpastes, mouthwashes, nutritional drinks and the like.

- 5 In the alternative designs illustrated on figures 2 and 4, the imprint 2 is made from the inside of the drinking cup 1. This implies that the recess formed by the imprint 2 on the inside of the drinking cup 1 is ready to receive the flavouring substance 3 in a somewhat larger quantity than the designs of figures 1 and 3.

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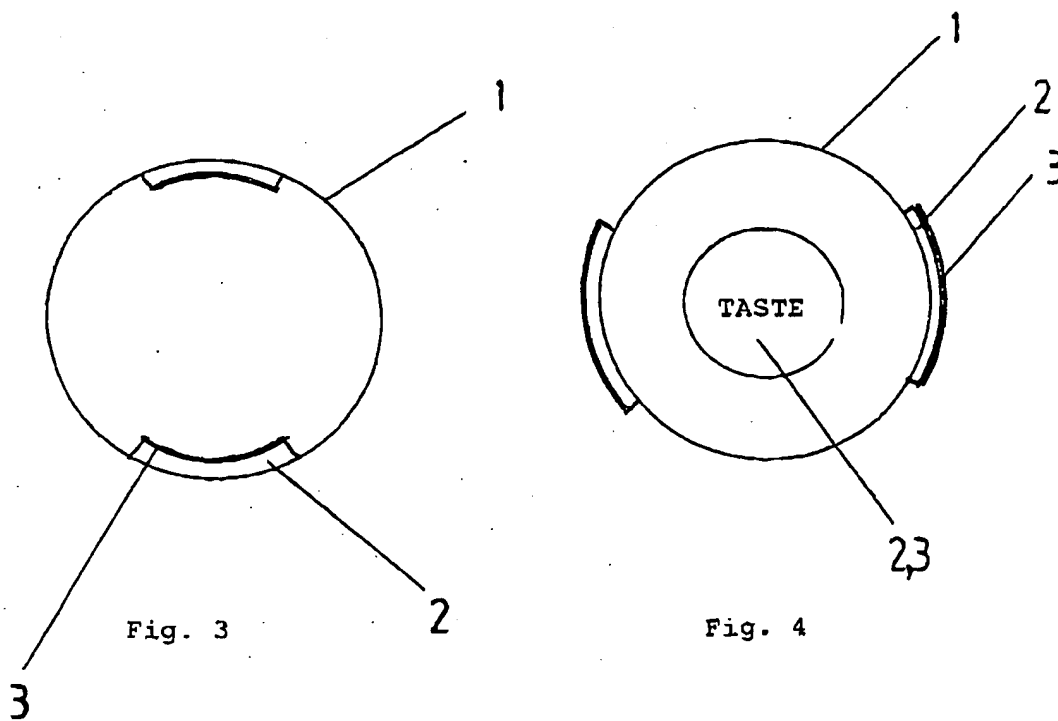
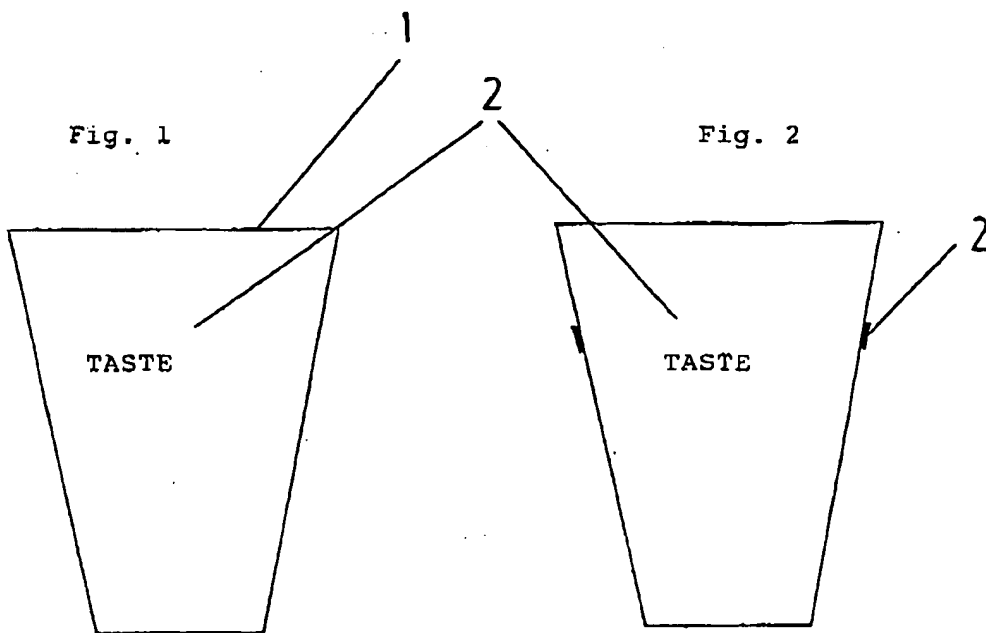
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CLAIMS

- 5 1. Device for holding a flavouring substance in a drinking cup (1), where
information is printed on the surface of the drinking cup, **characterized in that**
imprints (2) are provided in the side of the drinking cup and protrude from the
main plane of the cup's side, the imprints (2) being coated with flavouring
substance (3) on the inside of the drinking cup.
- 10 2. The device for holding a flavouring substance of claim 1, **characterized in**
that the imprints (2) are provided in the upper part of the sides of the drinking cup
(1).

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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC7: A47G 19/22 // B65D 81/32, A61J 7/00, B65D 85/816

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7: A47G, A61J, B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 3278014 A (W.S. THORNTON), 11 October 1966 (11.10.66), column 2, line 12 - line 19; column 2, line 32 - line 42 --	1-2
X	US 2062897 A (C.O.R. MICHEL ET AL), 1 December 1936 (01.12.36), page 2, line 6 - line 13; page 2, line 20 - line 25 --	1-2
A	US 3202275 A (R.G. LOUGHARY), 24 August 1965 (24.08.65), column 4, line 6 - line 10; column 4, line 30 - line 32 --	1-2

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents

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"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance: the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance: the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Name and mailing address of the ISA/

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Box 5055, S-102 42 STOCKHOLM

Facsimile No. +46 8 666 02 86

Authorized officer

Tommy Blomberg / MRo

Telephone No. +46 8 782 25 00

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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A	JP 10181780 A (PIPPU FUJIMOTO KK) 1998-07-07 abstract (online) (retrieved on 2001-04-17) Retrieved from EPO PAJ Database --	1-2
A	US 2794545 A (R.G. OLSON), 4 June 1957 (04.06.57), figures 1-2,4 -- -----	1-2

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INTERNATIONAL SEARCH REPORT

Information on patent family members

02/04/01

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Patent document cited in search report			Publication date	Patent family member(s)	Publication date
US	3278014	A	11/10/66	NONE	
US	2062897	A	01/12/36	NONE	
US	3202275	A	24/08/65	NONE	
US	3252803	A	24/05/66	NONE	
US	2794545	A	04/06/57	NONE	

Form PCT/ISA/210 (patent family annex) (July 1998)